C7715-3 A
9/27/88

JULY
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JULY		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	22166	25803	85.90	2.51	2.87
(Laser)	-	286	-	-	.03
(Le Baron/GTS)	12239	16185	75.62	1.38	1.80
(NY/5 AV/Newport)	8894	8277	107.45	1.01	.92
DODGE	42584	34133	124.76	4.82	3.79
(Daytona)	7364	3920	187.86	.83	.44
(Omni/Shadow)	14488	10489	177.13	1.65	1.16
(Aries)	6751	7187	93.91	.76	.80
(Lancer)	921	1999	46.07	.10	.22
(600)	1046	3065	34.13	.12	.34
(Diplomat/Dynsty)	7634	999	764.16	.86	.11
PLYMOUTH	27300	26207	104.17	3.09	2.92
(Horizn/Sundance)	14484	10813	133.95	1.63	1.21
(Reliant)	7214	5901	122.25	.82	.66
(Caravelle)	841	2902	28.98	.10	.32
(Gren Fury)	812	749	108.41	.09	.08
EAGLE	4855	4126	117.67	.55	.46
(Allnc/Eagl/Prem)	4138	2721	152.08	.47	.30
CHRYSLER CORP	96905	90729	106.80	10.97	10.04
FORD	126228	121825	117.82	15.43	13.56
(Escort)	34525	34460	100.19	3.91	3.84
(Probe)	6561	-	-	.74	-
(Mustang)	13794	15207	90.71	1.56	1.69
(Tempo)	23688	18066	131.12	2.68	2.01
(Taurus)	32780	29793	109.86	3.71	3.31
(Crown Victoria)	9462	10479	90.30	1.07	1.17
(T'Bird)	10041	11857	84.68	1.14	1.32
LINCOLN	14859	14403	103.16	1.68	1.60
MERCURY	42348	43514	97.32	4.80	4.84
(Topaz)	7654	5563	137.59	.87	.62
(Sable)	10060	8749	115.29	1.13	.97
(Grand Marquis)	9936	11506	86.36	1.13	1.28
(Cougar)	9502	10899	87.18	1.08	1.21
LINC/MERC DIV	58101	55896	98.32	6.60	5.60
FORD MOTOR CO	194529	181187	107.37	22.07	20.16
BUICK	46104	44242	104.21	5.22	4.92
(Skyhawk)	1629	3580	52.15	.18	.34
(Somerset/Skylrk)	6141	5747	106.86	.70	.64
(Century)	9946	10471	94.99	1.13	1.16
(Regal)	10057	4940	203.58	1.14	.55
(Riviera)	626	1067	58.67	.07	.12
(Reatta)	383	-	-	.04	-
CADILLAC	19164	19450	98.53	2.17	2.16
(Allante)	341	212	160.85	.04	.02
(Cimarron)	490	1137	43.10	.06	.13
(Eldorado)	2515	1671	150.51	.27	.18
(Seville)	2003	1579	126.85	.23	.18
CHEVROLET	133910	136470	98.12	15.16	15.19
(Celebrity)	19898	23640	84.52	2.26	2.64
(Corsica)	12658	12658	165.10	2.37	1.41
(Beretta)	18671	13702	136.26	2.11	1.52
(Cavalier)	28758	23014	121.26	3.21	2.56
(Camaro)	8576	10229	83.84	.97	1.14
(Corvette)	1956	2063	93.96	.22	.23
(Monte Carlo)	2481	5082	49.45	.28	.68
OLDSMOBILE	61866	61081	101.29	7.01	6.80
(Firenza)	647	1450	44.62	.07	.16
(Calais)	9941	9166	108.46	1.13	1.02
(Cutlass Ciera)	21257	19025	111.73	2.41	2.12
(Cutlass)	9135	9495	96.21	1.03	1.06
(Toronado)	1587	1449	109.52	.18	.16
PONTIAC	53628	52399	101.39	6.21	5.94
(1000)	18	2695	.67	-	.03
(Sunbird)	6956	7195	97.90	.79	.79
(Grand Am)	19647	19438	100.76	2.22	2.17
(6000)	8823	9654	91.39	1.00	1.07
(Bonneville)	8261	7923	104.27	.94	.88
(Firebird)	4928	7152	68.79	.56	.80
(Fiero)	2205	4112	53.62	.25	.46
(Grand Prix)	8449	985	854.30	.96	.11
GEN MTRS CORP	324692	323642	100.32	36.77	36.01
Misc. Domestic	4	23	17.39	-	-
Other Import	266914	273716	97.52	30.23	30.45
U.S. TOTAL	883104	898831	98.25	-	-

UNITED STATES SUMMARY
JULY 1988 ISSUED 08/88

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

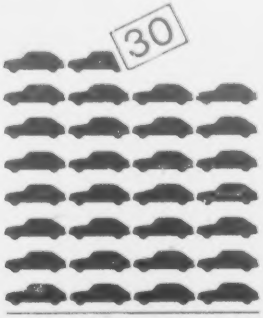
MAKES	YEAR TO DATE		% '88 VS '87	% IND		YEAR END
	1988	1987		1988	1987	1987
CHRYSLER	181894	159128	114.31	2.96	2.70	296362
(Laser)	-	4048	-	-	.07	4792
(Le Baron/GTS)	92457	85946	107.58	1.50	1.45	164640
(NY/S AV/Newport)	83322	62158	134.05	1.36	1.06	115735
DODGE	292355	247459	118.14	4.77	4.20	407174
(Daytona)	45202	17172	263.23	.74	.29	37071
(Omni/Shadow)	81648	78320	104.25	1.33	1.32	116654
(Aries)	62865	58551	107.37	1.02	.99	101062
(Lancer)	7099	15027	47.24	.12	.26	22793
(600)	11382	22081	51.46	.19	.38	36660
(Diplomat/Dynsty)	50793	6883	737.95	.83	.12	15206
PLYMOUTH	200665	219391	91.46	3.27	3.73	343981
(Horizn/Sundance)	79247	86097	92.04	1.30	1.47	123956
(Reliant)	72482	62055	116.80	1.18	1.05	106069
(Caravelle)	11776	22431	52.50	.19	.38	35869
(Gran Fury)	7021	4638	151.38	.11	.08	7703
EAGLE	33523	25322	132.39	.55	.43	44626
(Allnc/Eagl/Prem)	24582	19390	126.78	.40	.33	30921
CHRYSLER CORP.	708437	651300	108.77	11.55	11.06	1092143
FORD	927391	838747	110.64	15.12	14.24	1417270
(Escort)	216226	223182	96.88	3.52	3.77	392758
(Probe)	19999	-	-	.33	-	-
(Mustang)	108135	107090	101.03	1.76	1.82	170566
(Tempo)	151558	148764	108.60	2.63	2.53	222963
(Taurus)	237094	208829	113.53	3.87	3.55	356457
(Crown Victoria)	70545	75678	93.22	1.15	1.29	118312
(T'Bird)	76209	71099	107.19	1.24	1.21	131544
LINCOLN	107272	96167	111.56	1.75	1.63	166599
MERCURY	289488	268242	107.92	4.72	4.56	463432
(Topaz)	46841	41913	111.76	.76	.71	83126
(Sable)	72786	55533	131.07	1.19	.94	102767
(Grand Marquis)	68216	71019	96.05	1.11	1.22	117885
(Cougar)	66885	61923	108.01	1.09	1.05	109922
LINC/MERC DIV.	402852	369509	109.02	6.57	6.28	643473
FORD MOTOR CO.	1330243	1208256	110.15	21.69	20.52	2060743
BUICK	330625	312452	105.82	5.39	5.31	556122
(Skyhawk)	17104	22437	76.23	.28	.38	39454
(Somerset/Skylrk)	35229	41524	84.84	.57	.71	67880
(Century)	67087	86828	77.26	1.09	1.47	151884
(Regal)	70063	29788	235.21	1.15	.51	58672
(Riviera)	5786	11895	48.64	.09	.20	16472
(Reatta)	1555	-	-	.03	-	10
CADILLAC	144346	143382	100.67	2.35	2.44	258146
(Allante)	2064	860	215.00	.03	.02	2064
(Cimarron)	3929	7859	49.99	.06	.13	12609
(Eldorado)	16525	10930	151.19	.27	.19	20282
(Seville)	12232	13021	93.94	.20	.22	20656
CHEVROLET	914111	899858	101.58	14.88	15.28	1493413
(Celebrity)	153289	205531	74.58	2.50	3.47	313491
(Corsica)	128830	45793	281.33	2.10	.78	100084
(Beretta)	116793	50427	231.65	1.90	.86	108387
(Cavalier)	181612	188793	96.20	2.94	3.21	298778
(Camaro)	57998	75233	77.09	.95	1.28	116656
(Corvette)	14506	14764	98.25	.24	.25	24654
(Monte Carlo)	24095	37588	64.10	.39	.64	53784
OLDSMOBILE	409634	431055	95.03	6.68	7.32	715961
(Firenza)	7296	9405	77.57	.12	.16	17252
(Calais)	60608	61066	99.25	.99	1.04	100706
(Cutlass Ciera)	133267	146376	91.04	2.18	2.49	246275
(Cutlass)	54411	64252	84.68	.89	1.09	95190
(Toronado)	9544	9673	98.67	.16	.16	16111
PONTIAC	448867	415438	108.05	7.32	7.06	696842
(1000)	191	4836	3.90	-	.08	5697
(Sunbird)	47645	51905	91.79	.78	.88	80120
(Grand Am)	137123	132154	104.21	2.24	2.24	213778
(6000)	58201	74561	78.06	.95	1.27	124111
(Bonneville)	67839	53359	127.14	1.11	.91	99722
(Firebird)	35700	47825	74.65	.58	.81	73641
(Fiero)	16040	29144	55.04	.26	.50	42466
(Grand Prix)	47105	10004	470.86	.77	.17	14305
GEN MTRS CORP.	2247585	2202185	102.06	36.62	37.41	3720484
Misc. Domestic	55	39	141.03	-	-	80
Other Import	1843234	1825329	101.11	30.14	31.01	3248704
U.S. TOTAL	6136152	5887109	104.23			10122154

UNITED STATES SUMMARY

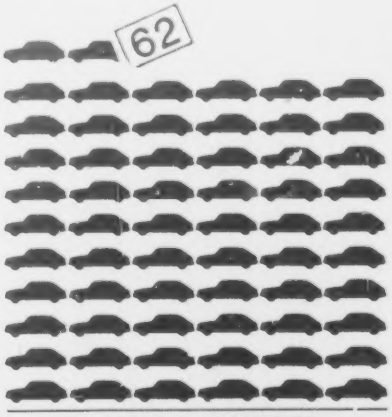
(Memo Total) - Included in Make Total

How many new car buyers per 100 households are you getting with your media buys?

ALL HOUSEHOLDS



POLK SELECTED HOUSEHOLDS
@ 2,000,000 LEVEL



POLK SELECTED HOUSEHOLDS
@ 50,000 LEVEL

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